

THIS BOOK BELONGS TO
The Calgary Herald Library
Not to be Taken Out of Office

HERE'S YOUR HERALD

24 Hours In This Paper's Life

Yes, here's your Herald . . . but before you read on, take a look at picture number 13.

In that picture you see a Herald carrier boy performing an apparently simple, but vital and fundamental, function in the daily life of this newspaper.

This is the end of the line, the delivery of your copy of The Herald to your door-step every day, six days a week, all the year through.

Have you ever wondered how this apparently routine operation comes to pass? Have you ever wondered what happens before your carrier boy brings the paper? Have you ever wondered how a newspaper works, how it comes into being?

D-DAY EVERY DAY

Lots of people ask us; lots of people come to visit The Herald every year just to see "how the paper is put out."

It is a highly complex operation, involving the precise meshing together of scores and hundreds of separate procedures every 24 hours.

The whole complicated project must, absolutely must, run according to a rigid timetable broken down into minutes. In its own way, a newspaper every day has a "count-down" such as we have come to associate with the launching of earth satellites.

The newspaper "counts down" to its deadline . . . in the case of The Herald three major deadlines every day . . . at which time a button is pushed, the presses begin to roar, and once more your Herald is on its way to you.

It is a fascinating thing to watch . . . if the first-time spectator is able to make any sense out of what seems, quite deceptively, to be utter chaos.

THE COUNT-DOWN

And so, in the following pages, in pictures with explanatory notes and the all-important "count-down" times clearly marked, we present the story of 24 hours in the life of The Herald.

We start, on the next page, with a picture taken at 2:05 p.m., just five minutes after the presses have started to roll with the Late City Edition.

The production of today's paper is finished, and the circulation department is speeding your copy to you.

But tomorrow's paper is already in process of preparation, for the publication of The Herald is a round-the-clock business.

Read on, now, and see what happens, hour by hour, minute by minute, in the 24 hours before the next edition of The Herald begins to roll.

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1

IT IS 2:05 P.M., any week - day of the year. Driven by two 150-horse-power electric motors, the great presses in The Herald's press-room have just started printing the final edition of the day, at the rate of 35,000 an hour. The press foreman scans swiftly but carefully through the paper, ensuring that the ink is flowing freely and the printing is perfect.



2

2:05 P.M. In the news-room, nerve-centre of the newspaper, the news editor and his staff are also scanning expertly through the paper, checking for serious errors and marking late news stories which will be carried over into tomorrow's earlier editions. In a few moments, they will set today's newspaper aside (apart from keeping watch for important news which might necessitate stopping the press), and will turn to the task of getting ready for tomorrow's editions, still almost 24 hours away.



2:05 P.M. Elsewhere in the plant, preparations for the next day's paper have already started. Editor-in-chief R. L. Sanburn, associate editor Andrew Snaddon, editorial writers Dick Goodwin and Parker Kent, and staff cartoonist Tom Innes, are discussing tomorrow's editorial page. Shortly, the writing of tomorrow's editorials and the preparation of tomorrow's cartoon will begin. Left to right are: Mr. Innes, Mr. Snaddon, Mr. Sanburn (at desk), Mr. Goodwin and Mr. Kent.



2:05 P.M. In the composing room, type for tomorrow's paper is already being set on the battery of 17 Linotype machines. The size of tomorrow's paper has already been determined, and pages which can be cleared early are already being assembled. Type used in today's paper is already being broken up and thrown back into the melting pot.



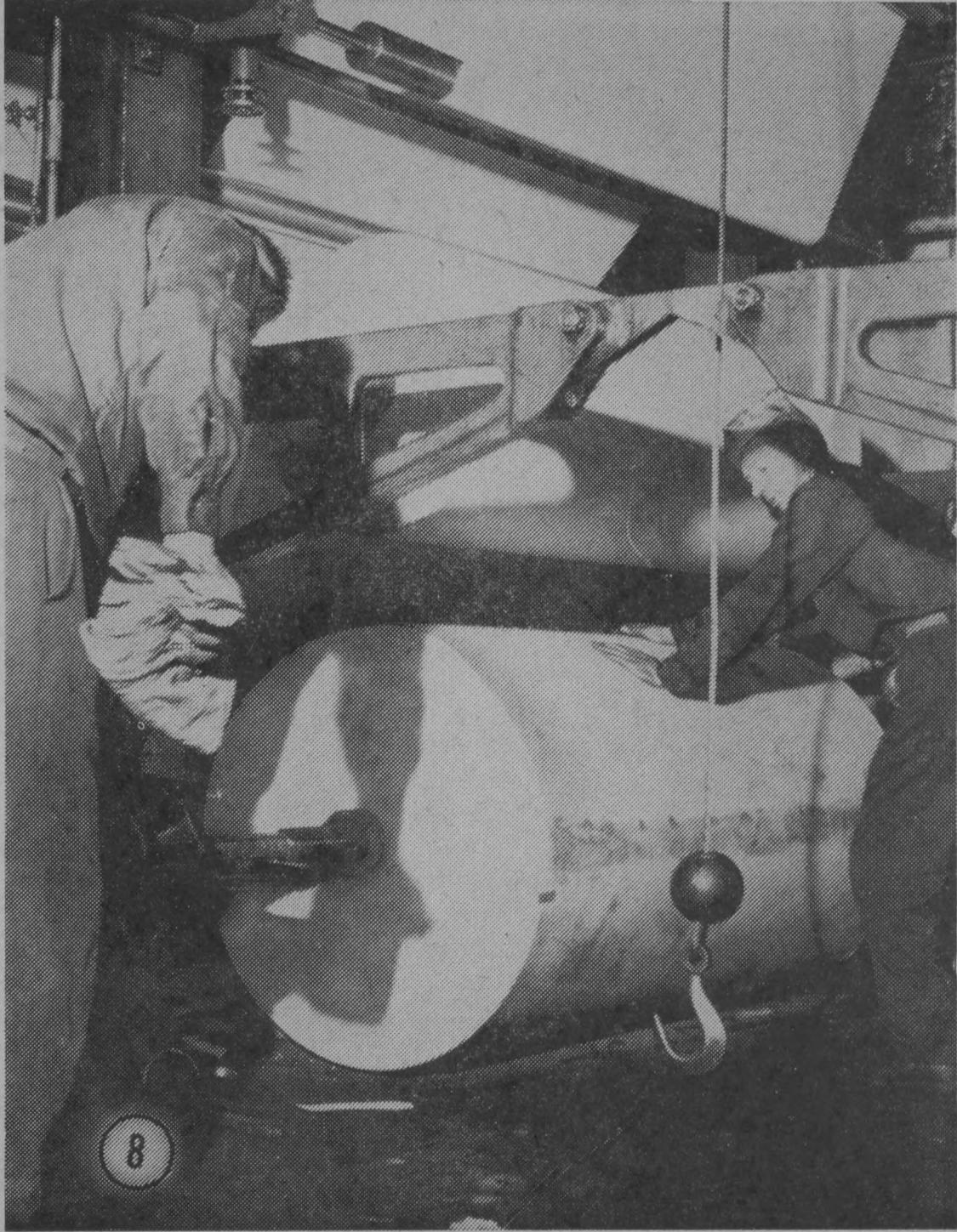
2:15 P.M. At the counter on the main floor, classified advertising staff is taking orders for tomorrow's paper. Advertising in today's edition is being measured for billing. Soon, display advertising salesmen will be returning from their rounds with orders for the editions of the day after tomorrow.



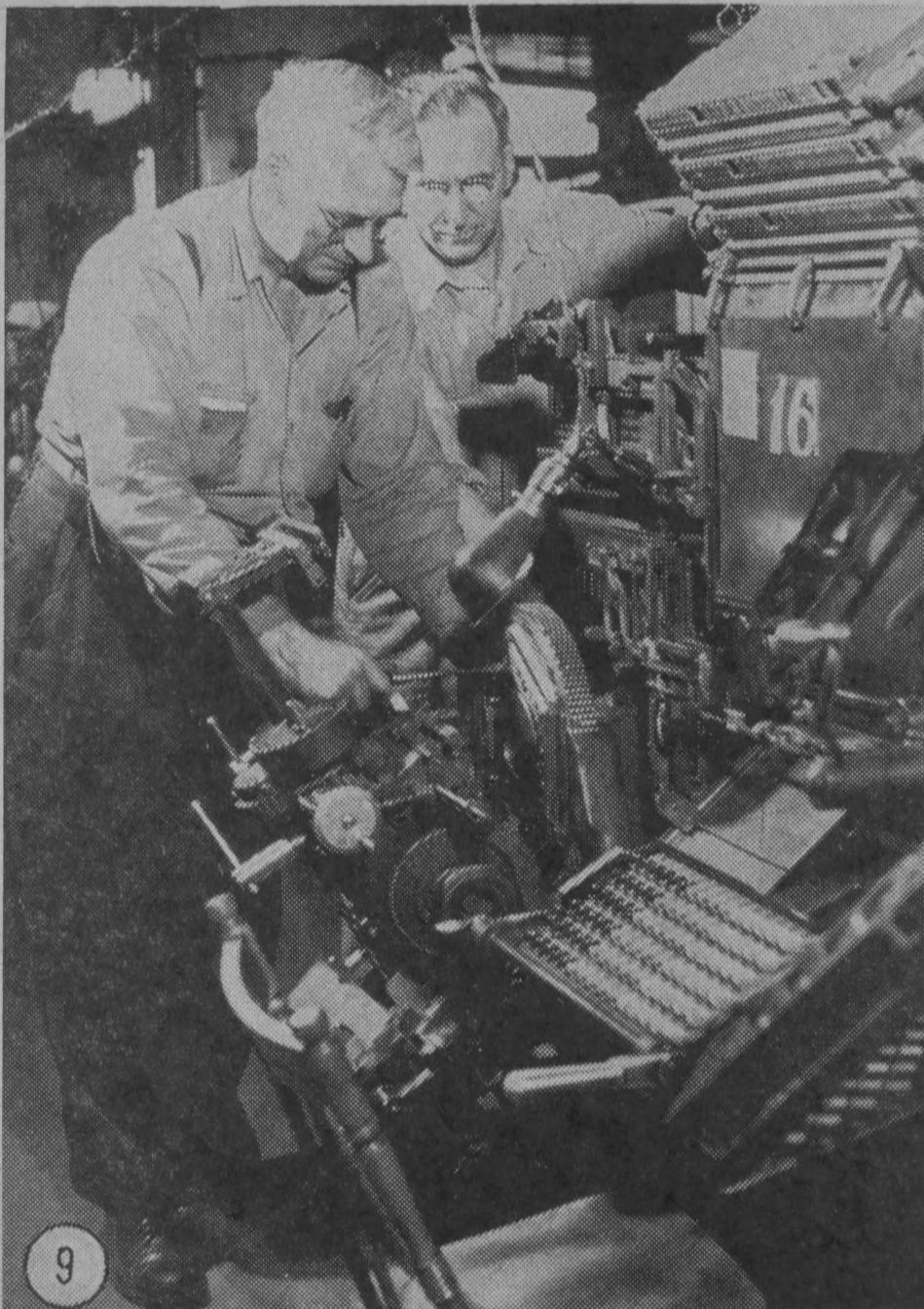
2:30 P.M. But for the circulation department, the work on today's final edition is not yet finished. Over 72,000 copies of The Herald must be counted and bundled for distribution to the carrier force of over 800 boys. Automatic bundle tyers speed up the job which must be completed by 4:00 p.m., if The Herald's carrier subscribers are to get today's paper on time.



2:45 P.M. Once bundled and addressed, the papers go by mechanical conveyor to The Herald's fleet of trucks. From the loading platform they are rushed as fast as safety allows to depots and distributing points all over the city and surrounding district.



3:00 P.M. The final press run is half over now. But the big machine consumes paper at the rate of eight tons an hour, and must be constantly fed with rolls of newsprint like this, each weighing 1,600 pounds. On an average day, between 25 and 30 tons of these rolls must be manhandled onto the press during the course of the run.



3:00 P.M. For everyone except the press crew and the dispatch department, the tempo is slowing down slightly now. In the composing room, the plant machinist and the composing room machinist seize the opportunity to repair a Linotype. Machines like this cost \$20,000; all told it takes more than \$2,000,-000 worth of machinery at today's prices, to produce a newspaper like The Herald—and every piece of machinery must be working at top efficiency every day.



10

3:00 P.M. News pictures won't wait and a special Press car is kept in readiness to speed one of the Herald's five photographers to the scene of an accident, a fire or any fast-breaking news story. A fully equipped darkroom is maintained at The Herald and a picture can be processed for publication in approximately 45 minutes.



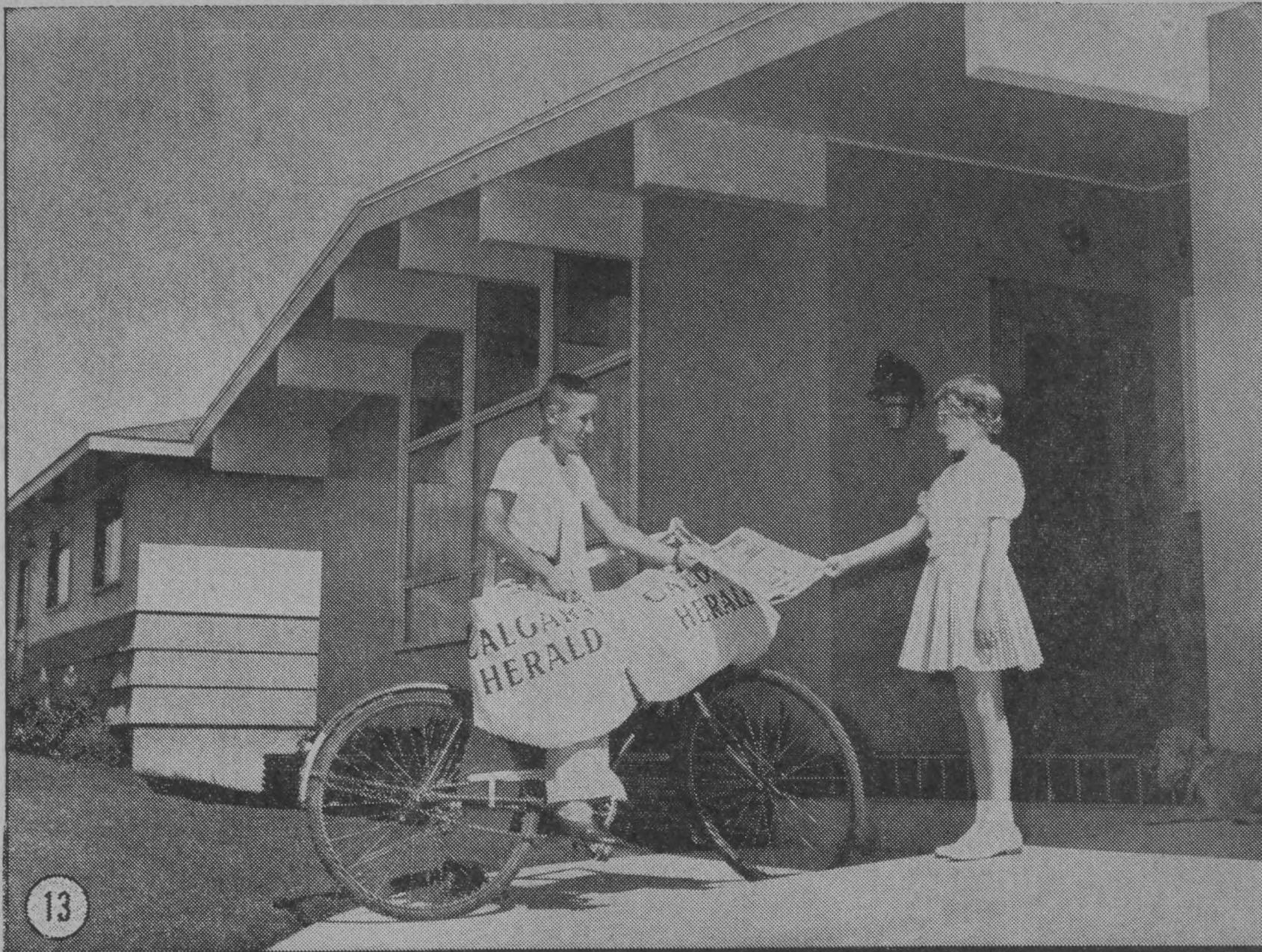
11

3:00 P.M. Keeping track of the advertising accounts for a single issue of *The Herald* requires hundreds of separate accounting calculations. They are performed on machines like this, under the supervision of the chief accountant.





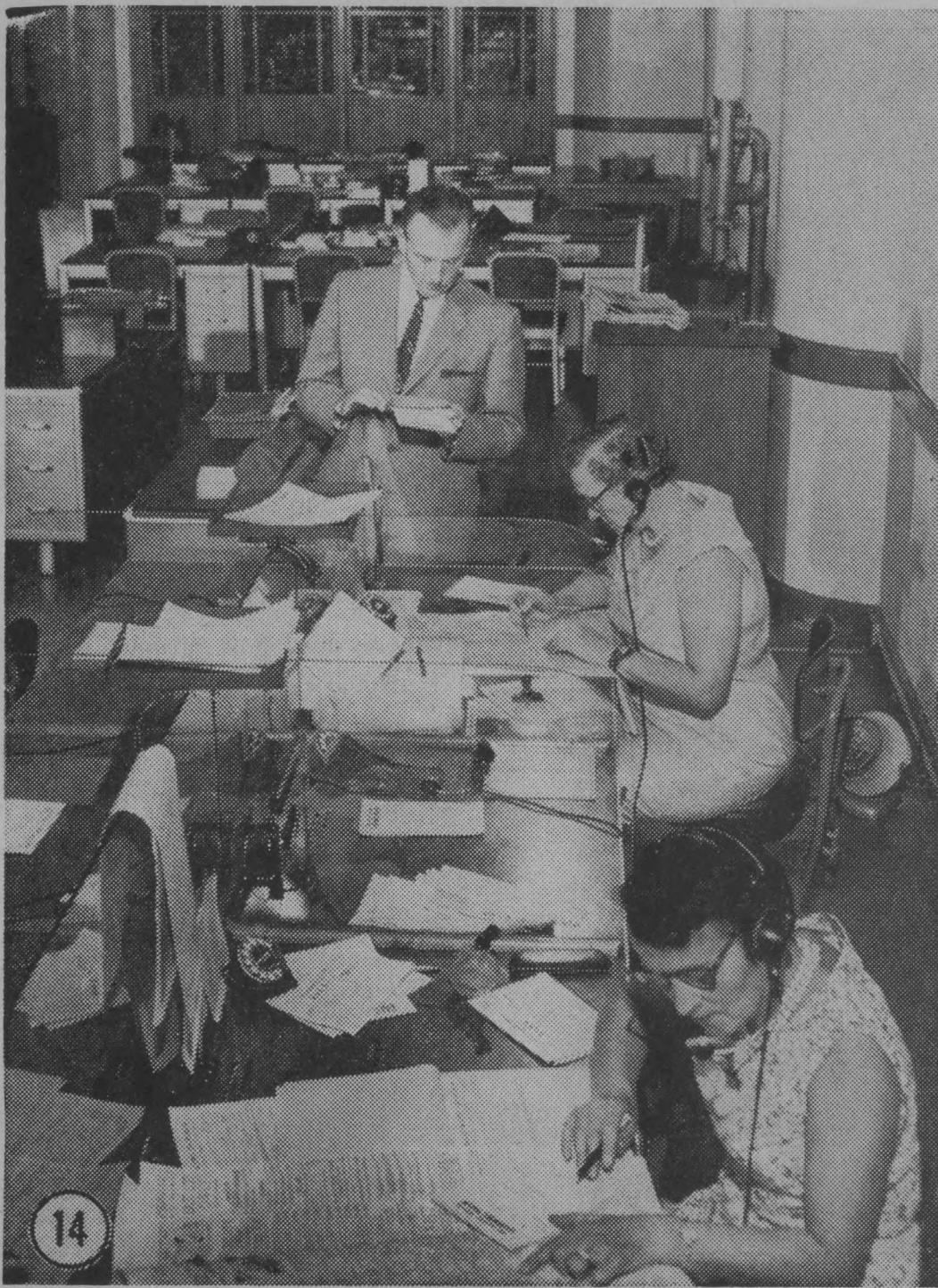
4:45 P.M. Advertising salesmen are now returning from their rounds of the city's stores and offices. Here, salesman Earl Bentley discusses with advertising sales manager Len Roper a layout he is preparing for one of his accounts.



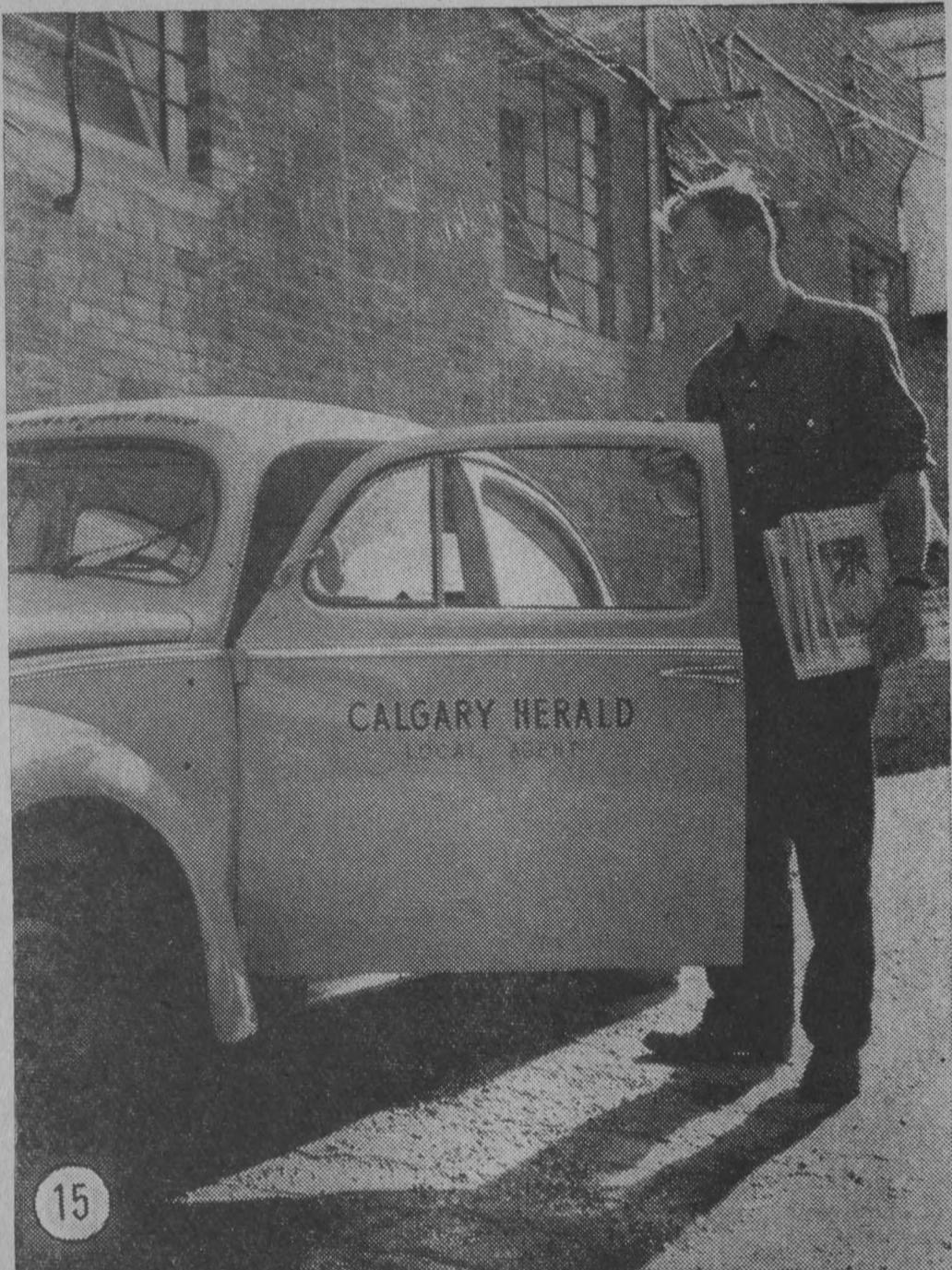
13

5:00 P.M. For today's paper, this is the end of the line, as your Herald carrier delivers your copy to your door.

But before you even open your paper, things are well in hand for the next day's issue.

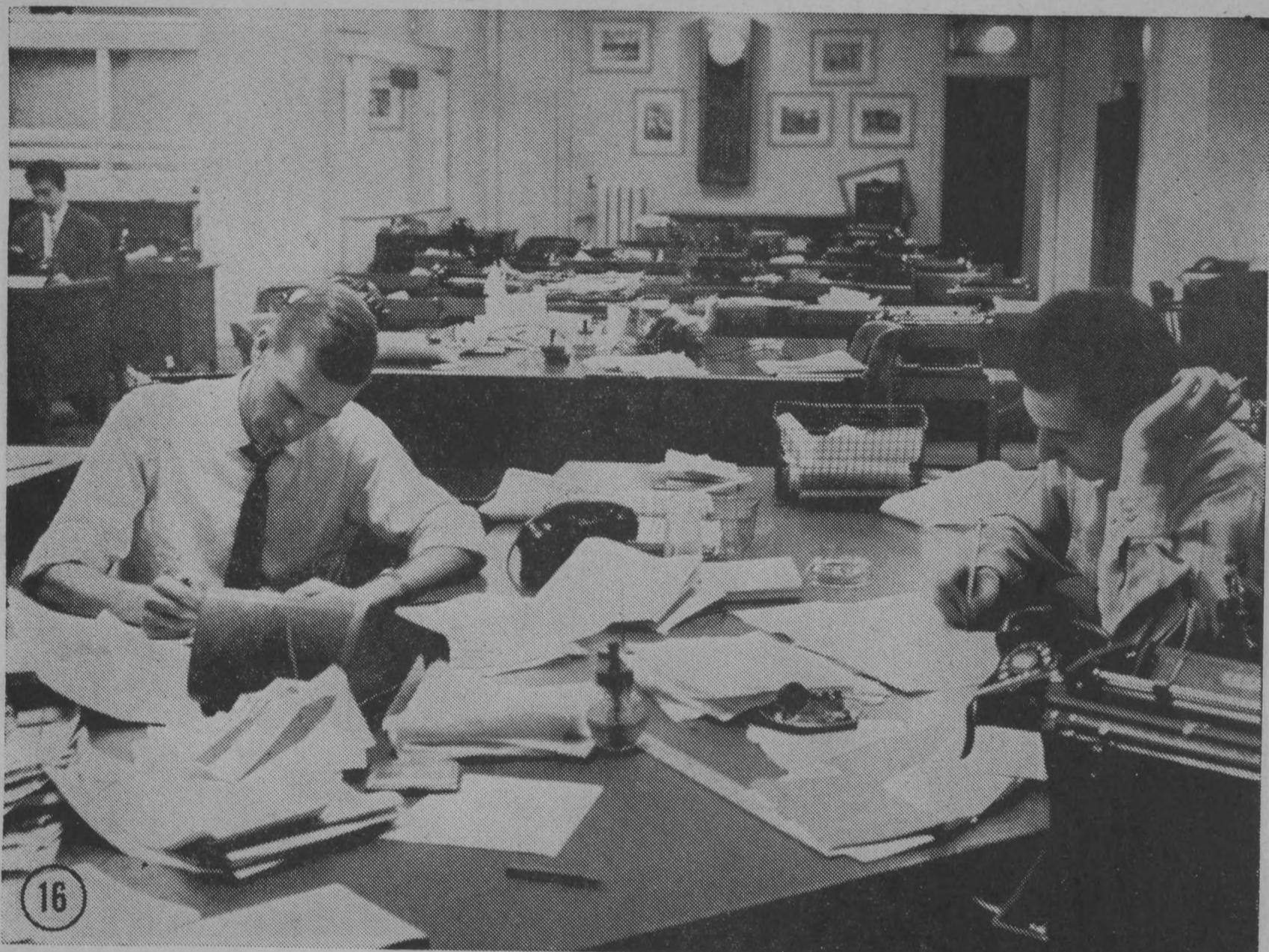


5:30 P.M. This is the quietest time of the day at The Herald. The main office is closed, but the night staff on the classified advertising switchboard are ready to take corrections for tomorrow's paper. Classified advertising manager Alan Hilton is shown supervising the phone clerks.



15

5:45 P.M. Someone's paper has gone astray, so both the reader and The Herald are anxious to see that the paper gets to the home as quickly as possible. The circulation department has a man on duty whose special job is to drive with the edition to the reader's home.



16

8:30 P.M. Much big news occurs at night, and a daily newspaper must be ready for it. Throughout the dark hours, the night editor and his assistant are on duty watching the wires for the big, developing stories which will make up tomorrow's paper.



17

9:00 P.M. About half the work of preparing any given day's issue of The Herald must be done the night before. This is done by the night composing room staff under the direction of the night foreman.



12 MIDNIGHT. Much of The Herald's telegraph news arrives in the form of perforated tape which will set type automatically when fed to specially-equipped Linotype machines. All night, the night desk staff keeps track of the hundreds of yards of tape which chatter from The Canadian Press machine.



19

4:00 A.M. Every word, every comma of type in every day's issue of The Herald must be proofread; as a result, proofreaders are on duty 24 hours a day.



20

6:00 A.M. For day-time workers at The Herald, the day starts early. The sports department, including sports editor Gorde Hunter, are among the earliest risers, assembling stories of last night's big sports events for today's paper. From now until the final edition goes to bed at 2 p.m., the newspaper's heart will beat constantly faster, being finally merged with the thunder of the great presses. Left to right: Mr. Hunter, Dunc Scott and George Bilych.



21

7:00 A.M. The pulse is quickening now, the day's main flow of news is beginning to pour into the news-room, and the foreign news editor (centre, facing camera) is running swiftly through the "flimsies" (as the thin sheets of paper from the teletype machines are called), getting a bird's eye view of the news-in-the-making. When it is 7 a.m. in Calgary, the day is half over in Europe, and much of that day's news has already been made.

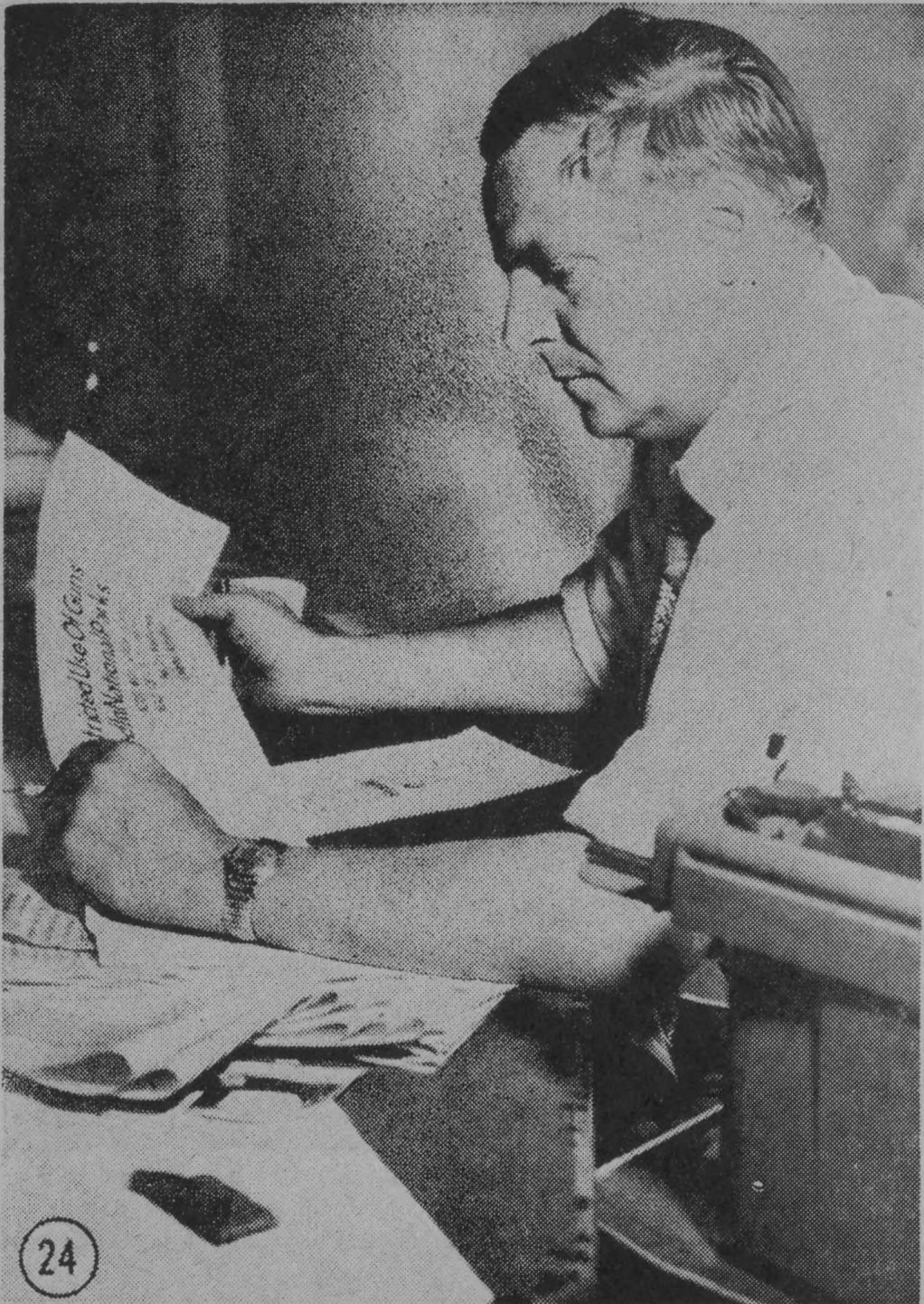


7:15 A.M. The composing room, usually silent after the night staff goes off shift at 4 a.m., except on unusually busy days, springs to life again when the day shift checks in. The relative calm is shattered by the clatter of matrices clicking through the Linotype machines. The newest machines like these will set 12 lines of type a minute.



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7:30 A.M. Type is now being assembled in frames, or forms, ready for the first edition, by make-up experts under the supervision of the make-up editor. When the pages are complete, the type is locked in, and the page is wheeled to the stereotyping department, ready for casting into the semi-circular plates which are later fitted on the press. On a typical day, 48 of these forms must be filled with type, locked up, cast, and installed on the press by the first edition deadline, which is 10:30 a.m.

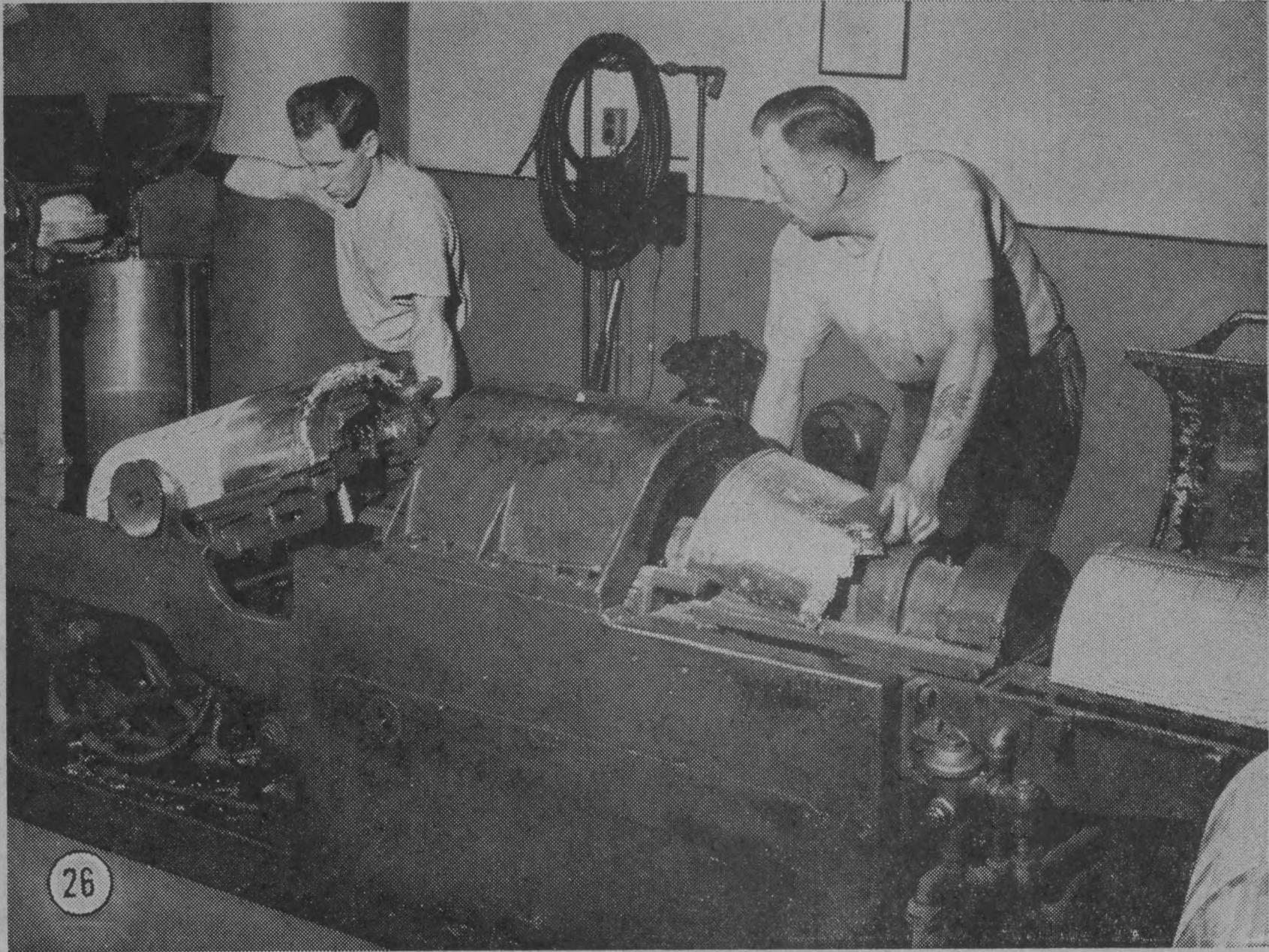


24

7:45 A.M. The main framework of today's paper has now been sketched out; the general design of the principal news pages for the first edition is complete. Here city editor Bill Drever checks proofs of the headlines for overnight stories, before he plans the day's work for his staff of 16 reporters.



8:00 A.M. The stereotyping department is now on duty. The foreman begins the process of "moulding" each page—taking an exact impression of the type and cuts, under 400 tons pressure, on a sheet of matrix paper, in this hydraulic press which weighs 10 tons. This is the first step in the plate-casting process, and must be done individually for each plate.



8:15 A.M. After it has been baked hard, the fibreboard sheet, or matrix, is placed in this automatic caster, molten metal is poured in, and the result is a negative impression of the page in the form of a semi-cylindrical plate weighing 45 pounds. Two plates for each page are fastened to the press.



8:30 A.M. With the reporting staff on duty, the work of collecting the day's local news begins. The police reporter was at the police station 90 minutes ago, checking the overnight reports; shortly, other members of the reporting staff will be setting off on their beats at city hall, the court house, the business section and everywhere the news is made. The picture and feature editor (seated, front left) and the provincial editor (facing him) are already well ahead in their work at the desks in foreground.



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8:45 A.M. Much of The Herald's local news is processed on machines like these, which produce perforated tape similar to that received from the CP wire. The tape, when fed into a specially equipped Linotype, will produce type in "justified" lines, all exactly the same length, without further human participation.



9:00 A.M. Even when production of today's paper is at its most intense, plans must go forward for tomorrow, next week, next month. Here in the Herald Library, the magazine editor checks a fact in the master index, which holds 20,000 separate listings, each referring to an individual file of clippings.



9:15 A.M. News editor Judd Brehaut can now see how the day's news is going to run, and here, at the daily news conference held every morning at this time, editor-in-chief R. L. Sanburn gives final instructions on the handling of the day's news. Major decision to be taken: What is the top story of the day? Left to right: Gerald Brawn, assistant editor; Mr. Sanburn, at desk; Mr. Brehaut; Lee Willson, foreign news editor; and Bill Drever, city editor.

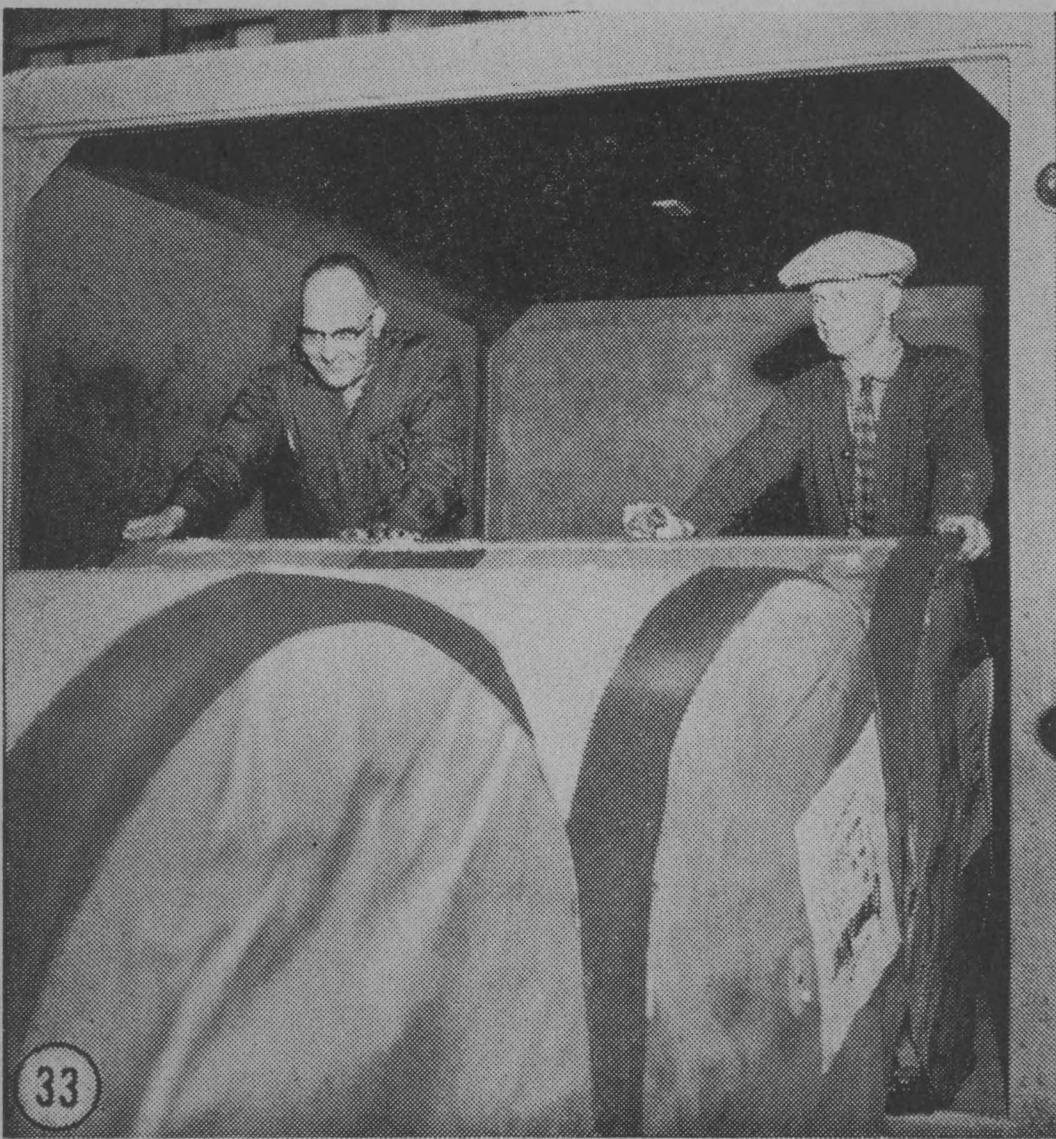


9:30 A.M. As the first-edition press-time approaches, circulation manager M. A. C. McCallum, must decide how many papers to order. Too few would mean that some subscribers went short, too many would mean a waste of expensive newsprint. His decision will be based on the weather, which sharply influences street sales, known orders from the carrier force and dealers, and the experience of 30 years in circulation. He has rarely been seriously wrong in his guess. Mr McCallum (left) is shown with assistant circulation manager Vic Lorenzo studying the circulation map of Calgary and district.



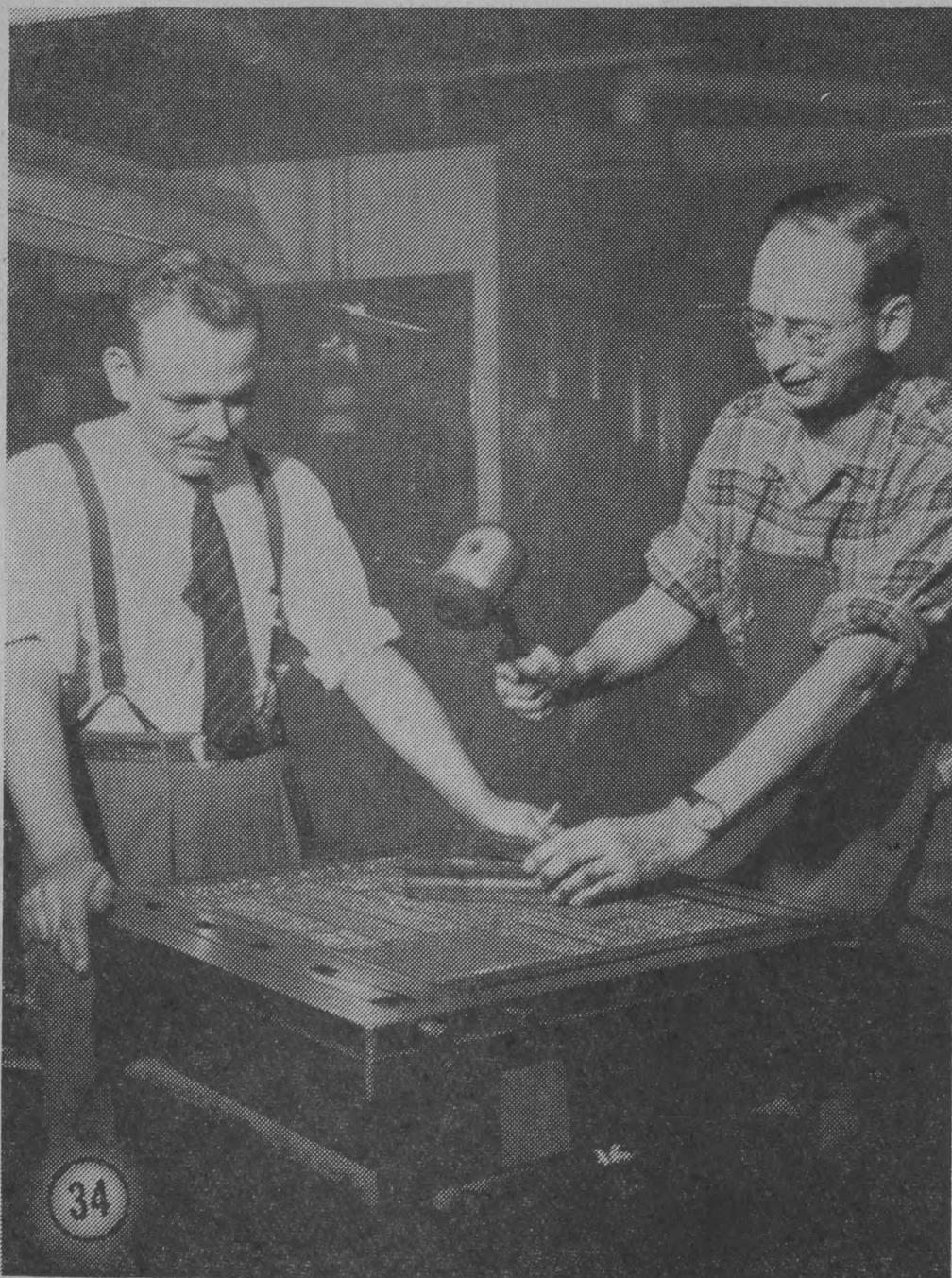
32

9:45 A.M. Top policy decisions affecting the newspaper's operation are taken at daily conferences in the office of publisher Basil Dean, here discussing with business manager E. D. Waines, secretary-treasurer Fane Polley, and editor-in-chief R. L. Sanburn, the problem of office space. Rapid growth of The Herald in the past few years has put space at a premium. Left to right: Mr. Polley, Mr. Dean, Mr. Waines and Mr. Sanburn.



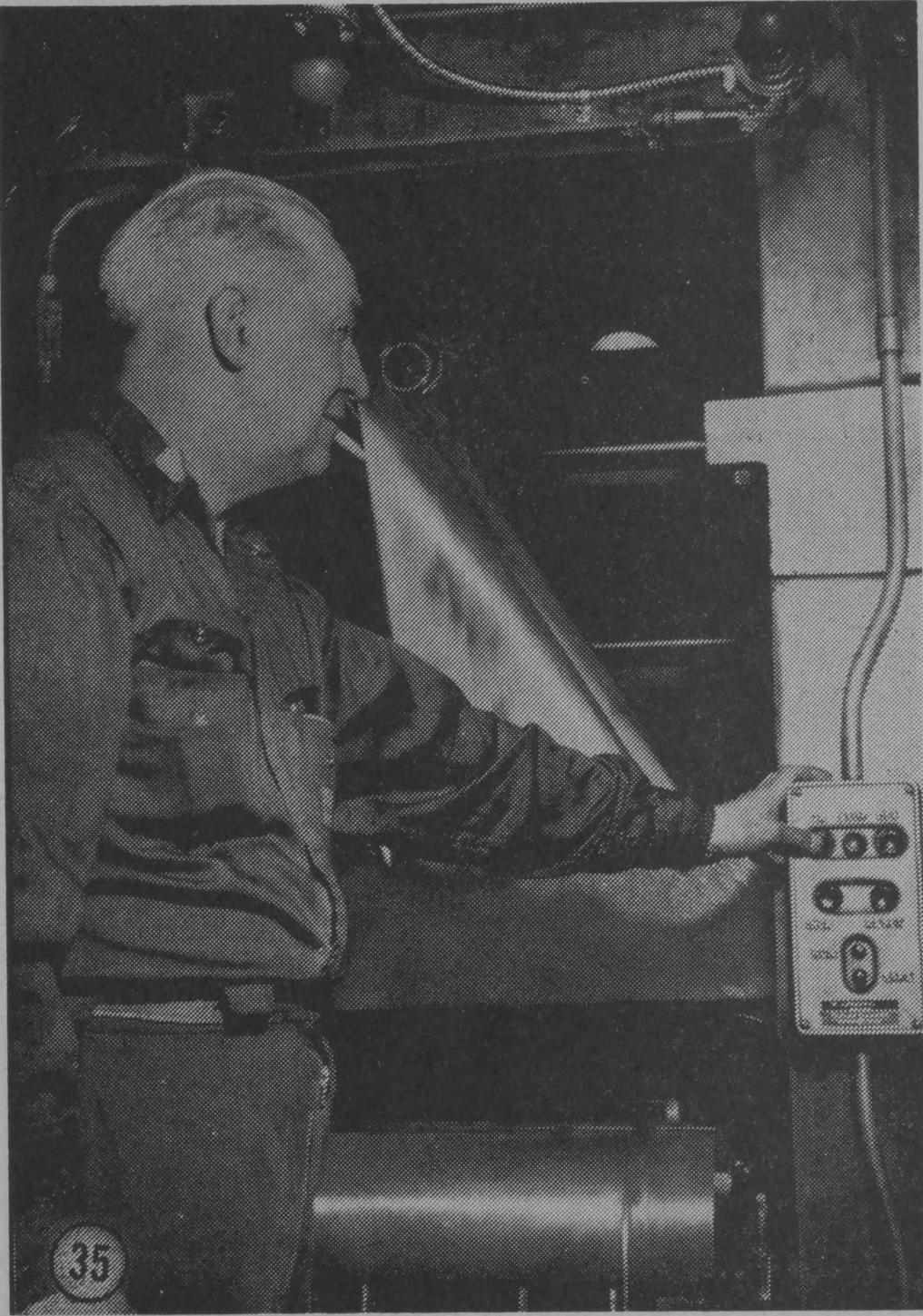
33

10:00 A.M. Since The Herald uses up to 30 tons of newsprint every day, and can store only three days' supply in the building, newsprint must be warehoused elsewhere and trucked to the plant every morning. The same trucks carry away 30 tons of printed newspapers every afternoon.



10:15 A.M. Preparations for the first edition have come to the climax. The foreman-in-charge of the composing room gives the type for the front page a final looking-over before clearing the forme to the stereo department.





35

10:30 A.M. Exactly on schedule, a pressman starts the press for the first edition. Within three minutes, Calgary office-workers will be buying the paper to read over their coffee.



10:45 A.M. There is no slackening of the pace, no easing of the tension, after the first edition has been "put to bed." Even before the presses started to roll, preparations were well in hand for the 12:45 p.m. and 2 p.m. editions. On this wirephoto machine in The Herald's photographic department, news pictures can be received by wire from any part of North America, by radio from anywhere in the world, in a few minutes.



11:00 A.M. Pictures cannot be printed until they have been engraved on metal. The process is done automatically on these two electronic engraving machines; a tiny spotlight "scans" the picture in diagonal lines, transfers impulses to a steel stylus, which in turn engravess dots of variable size on aluminum plates—60 dots to a linear inch. Each machine will produce an average engraving in 15 minutes.



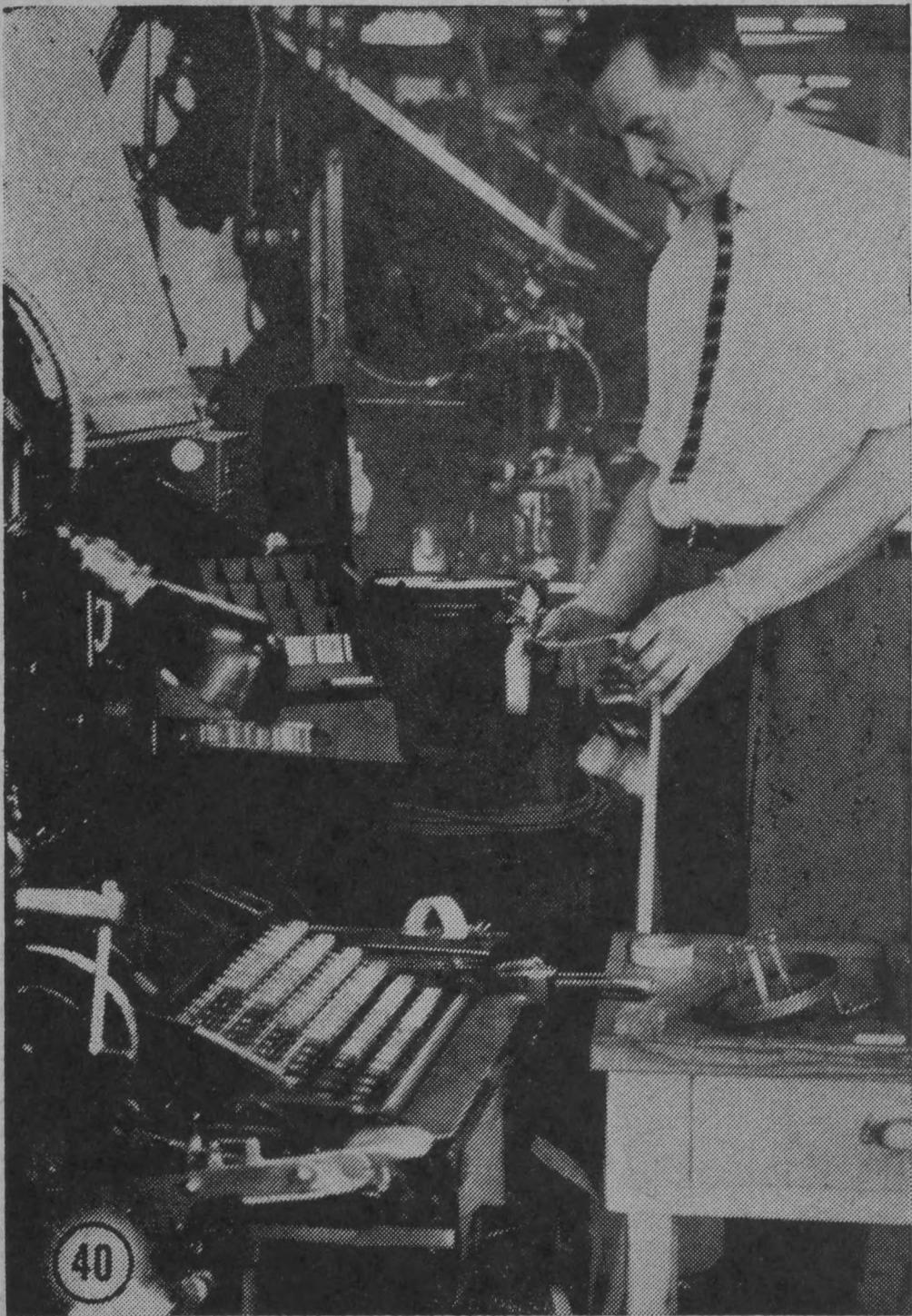
38

12 NOON. Re-write editors, supervised by assistant city editor Larry O'Hara (centre), are taking the latest stories over the phone from reporters too far distant to get to the office in time. Other reporters nearer at hand are returning to their desks from their beats.



39

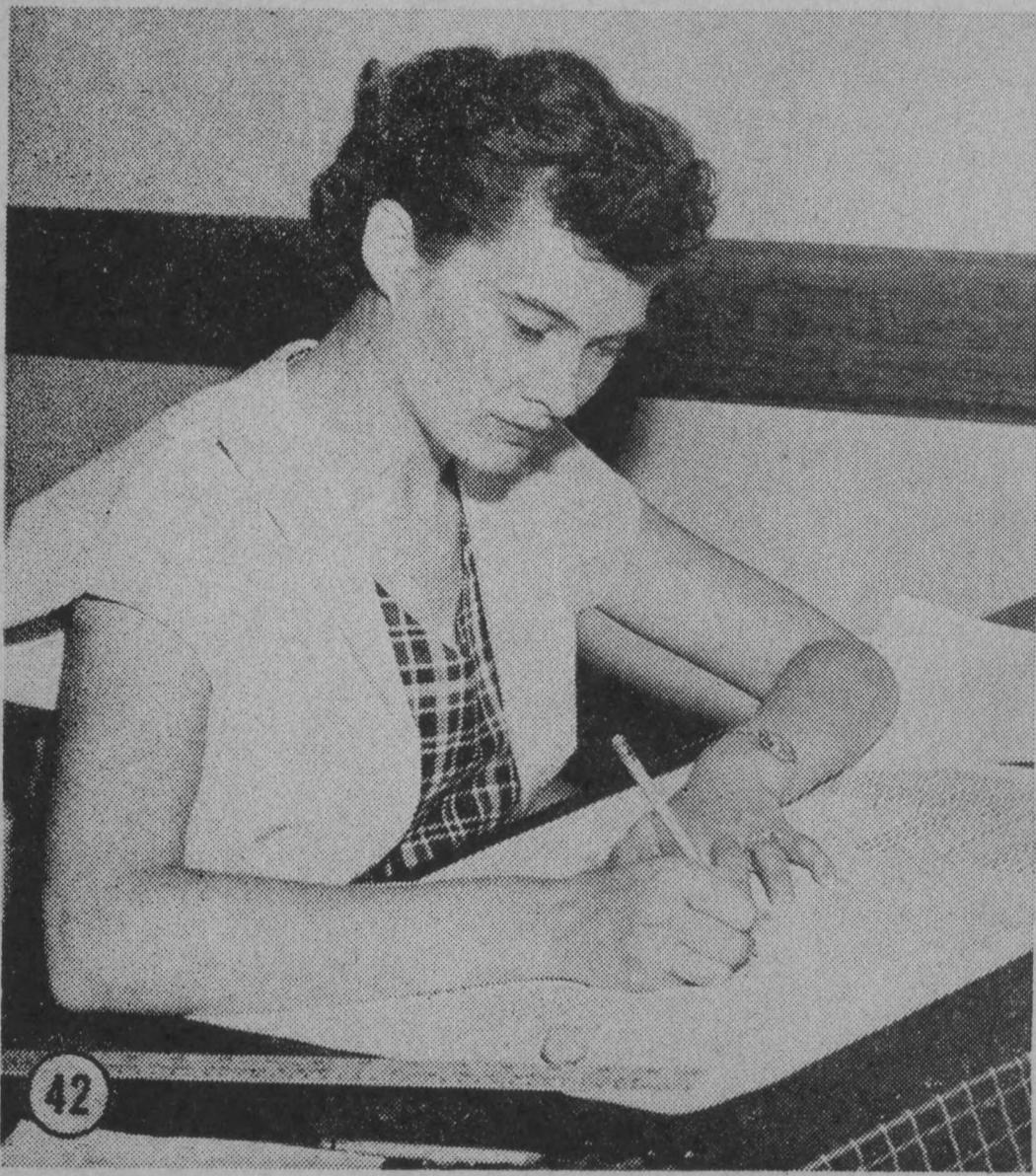
12:30 P.M. Now The Herald's day nears its climax. Last plates for the 12:45 edition are being cast in the stereotyping department, and news editor Judd Brehaut is putting the final touches on the third and final edition, due to go to press at 2 p.m. Here he holds the page one "dummy"—a sheet on which he writes his instructions to the make-up editor and the composing room for the make-up of the front page. A similar dummy is prepared for every page in the paper, every day.



12:45 P.M. To give its readers last-minute stock prices from Toronto, The Herald receives a special high-speed service from The Canadian Press. The complete Toronto trading for the day is transmitted in the form of perforated tape which, when run through a Linotype like this one, sets the list in tabular form without further human intervention. The complete closing prices are set in type by this process in 45 minutes. Machine shown here is producing the closing list for the final editions of the paper.

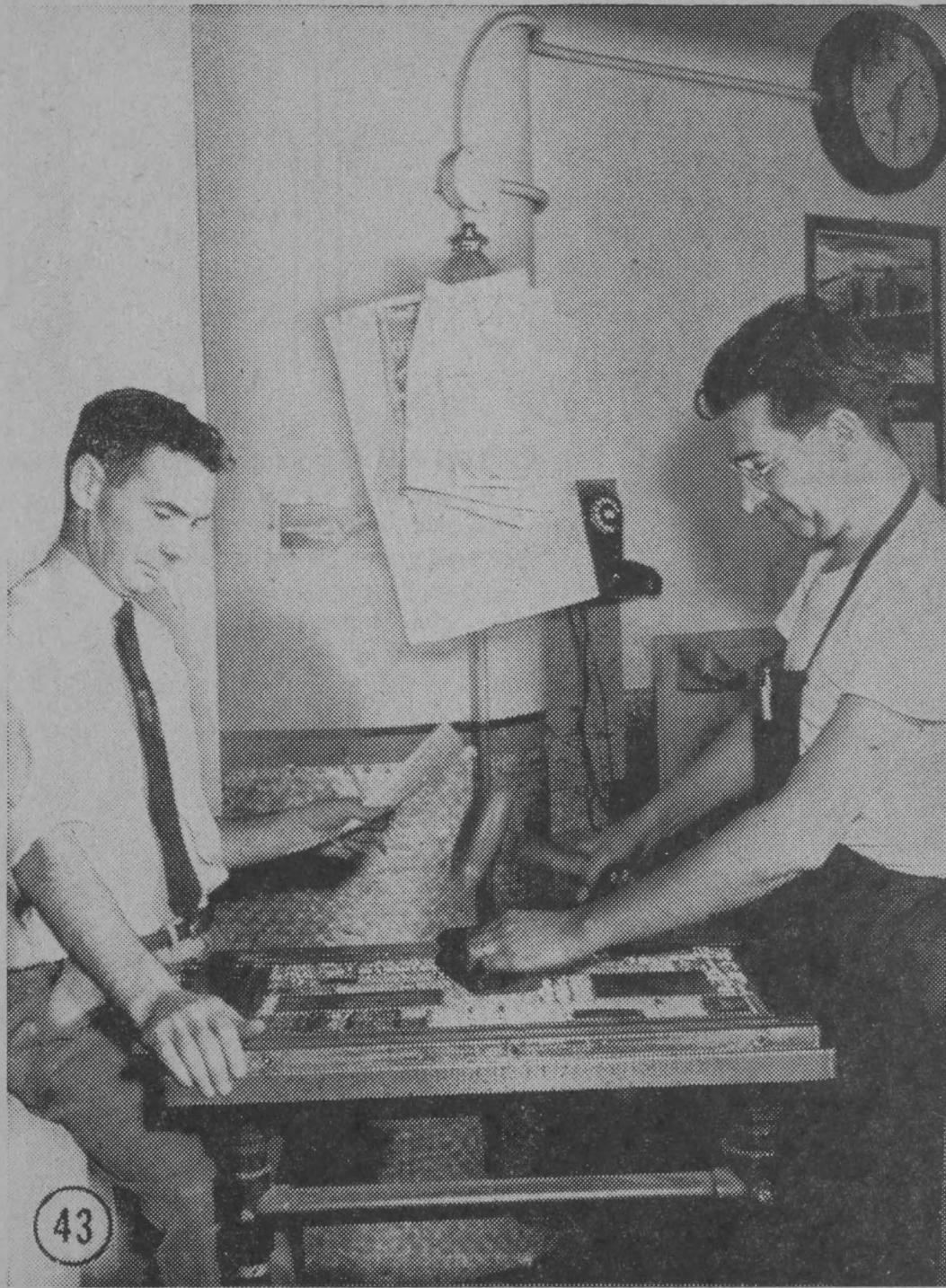


1:00 P.M. One hour to press time for the final; the pressure is now at its peak. Type for the closing stock prices is coming off the machines and being assembled in the "forme" which holds the financial page. Other type is going to the "formes" for the front page and the main local news page. All pages must move from composing room to stereo at orderly intervals, to prevent congestion, usually about five minutes apart; the last must be in stereo by 1:40, if the press is to start on time.



42

1:15 P.M. Planning for tomorrow's paper is almost completed. The size and position of every advertisement is scheduled on "dummy" pages by a clerk. Her calculations, made according to established formulas, will determine how many pages tomorrow's paper must have in order to provide all the space required for news, plus the amount of advertising ordered.



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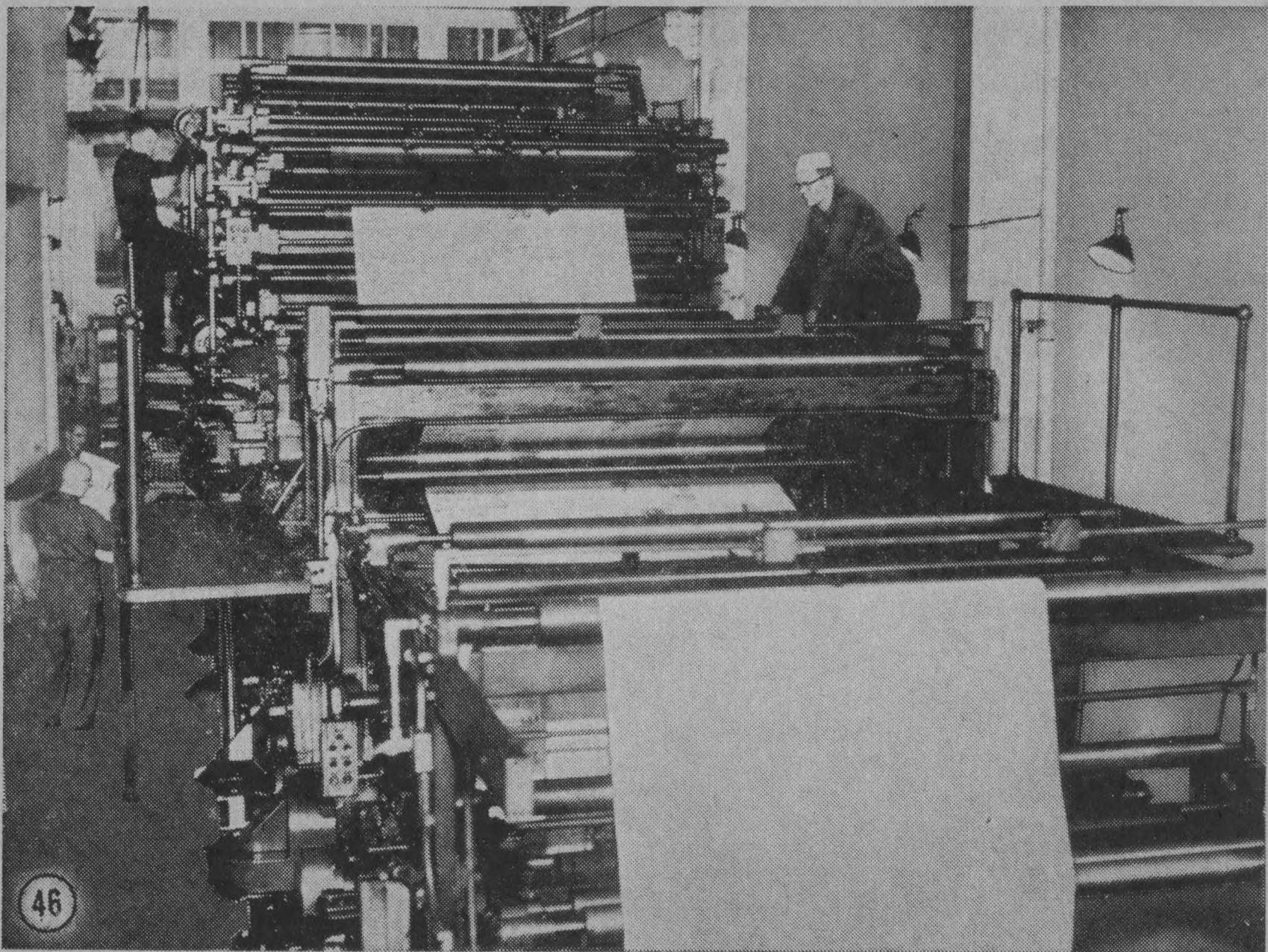
1:30 P.M. All type must be evened out by hammering with a wooden block before the "forme" is locked up. Here is the main local news page, one of the last to be cleared, being made ready for casting.



1:30 P.M. Production manager George (Ty) Jackson (left) is already at work checking a color display in one of tomorrow's advertisements, in consultation with retail advertising manager G. E. (Ted) Hall (right) and George Birkett, advertising copy writer and display artist.



1:45 P.M. For the news desk, work on today's paper is over — until the first copies come off the press for checking. So there is time to relax, for a few minutes, from the morning's pressures; soon, editors must start concerning themselves with tomorrow.



46

2:00 P.M. And so we are back where we started. The great presses are beginning their final run; press foreman Bill Tart (extreme left), checks the printing; it's time to get ready for tomorrow. A newspaper, possibly more than any other industry, must remain always conscious of the relentless passage of time.

A SHORT HISTORY OF THE HERALD

Step by step, Calgary and The Calgary Herald have grown up together.

Less than eight years after the Northwest Mounted Police pushed back the western frontier by establishing Fort Calgary in 1875, The Herald was founded, on Friday, Aug. 31, 1883, as a weekly newspaper.

The Daily Herald was first published on Monday, July 2, 1885, and The Herald is the oldest daily newspaper operating in Alberta.

The Herald was started by two Ontario men, Andrew M. Armour, a printer from Barrie, and Thomas B. Braden, a Peterborough school teacher. They set up a tent near the newly-built railway which they first called The Calgary Herald, Mining and Ranche Advocate and General Advertiser.

In 1883 there were approximately 400 persons in Calgary, nearly all of whom, except the Mounted Police, settled in shacks and tents on the east side of the Elbow. These hardy pioneers were filled with hope and optimism for their future in Calgary. The equally-optimistic editors Armour and Braden expressed Calgary's traditional viewpoint when they wrote in The Herald's first editorial of Calgary's prospects of becoming "one of the greatest centres in the Northwest."

* * *

The first Daily Herald was published by The Herald's second owner and publisher, Hugh St. Quentin Cayley, a young Ontario lawyer who had had his first taste of journalism with The New York Herald-Tribune and who had come out West to seek his fame and fortune. At the age of 27 he joined forces with Armour and Braden in 1884 on The Herald, and later that year purchased the paper from its founders, and formed The Calgary Herald Printing and Publishing Company.

In 1886 Alexander Lucas, who had come from Alvinston, Ontario, with 17 carloads of cattle, became publisher of The Herald, with Fred Ewer of Alvinston and Winnipeg as his editor, succeeded in 1888 by J. W. Powers, Col. E. J. Chambers who later became Gentleman Usher of the Black Rod for the Canadian

Senate, and by Wesley F. Orr. Mr. Lucas became mayor of Calgary in 1892-93 and was succeeded in this office by Mr. Orr in 1894-95.

* * *

J. J. Young, who had come from England to start his newspaper career in Regina, became owner and publisher of The Herald in 1894. These were stirring days in Calgary, which had become a city in 1893. With many ups and downs, Calgary was beginning to grow up as more and more settlers from Eastern Canada, the United States, Britain and Europe began to seek a stake in this new Western empire.

These were the days of some of Calgary's "giants," men like R. B. Bennett (later Prime Minister of Canada), Senator J. A. Loughheed, A. L. Sifton (Premier of Alberta, 1910-17), William Roper Hull, Pat Burns (later Senator), P. J. Nolan and Bob Edwards of The Eye-Opener, who later wrote of J. J. Young as follows: "Westerners who think editors should be thrown in boiling oil are inclined to make an honorable exception of Mr. J. J. Young who took hold of The Calgary Herald as a moribund fragment and tenderly nursed it into a thing of life."

Another great editor of The Herald was James Hossack Woods, who came from Ontario at Mr. Young's request to become editor and managing director in 1907. Mr. Young sold out his interests in The Herald to Mr. Woods and The Southam Publishing Company in 1908.

* * *

When Mr. Woods retired at the end of 1935 he was succeeded as publisher by O. L. Leigh-Spencer, who had been with Mr. Woods when The Herald moved from the Central Building on Centre St. and 7th Ave. E. (1903-1913), the present Greyhound Building (1913-1932) and The Herald Building (1932).

Mr. Spencer moved in 1941 to The Vancouver Province where he became publisher from 1946 to 1947, and he was followed in Calgary by P. C. Galbraith, who also succeeded Mr. Spencer as publisher of The Province.

John D. Southam, a grandson of William Southam, founder of The Southam Company Limited, was vice-president and publisher of The Herald from 1946 until his death in 1954, when he was succeeded by the present publisher Basil Dean.

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